



12 ASEAN Guidelines for Promoting Inclusive Business

1. Develop IB strategy and plan, and IB landscape study



2. Institutionalise IB promotion



3. Implement IB accreditation



4. Raise awareness around IB



5. Provide IB coaching



6. Highlight IB investment incentives



7. Reduce the risks of impact investments



8. Promote IB in public procurement



9. Target IB in sector and SME programs



10. Link IB to the SE and CSR Agendas



11. Monitor and report on Impact



12. Create synergies at the regional level